



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Sign Regulations Update**  
**June 23, 2015**  
**City Council Meeting**

Linda Ajello, AICP, Senior Planner  
Planning Division  
Development Services Department



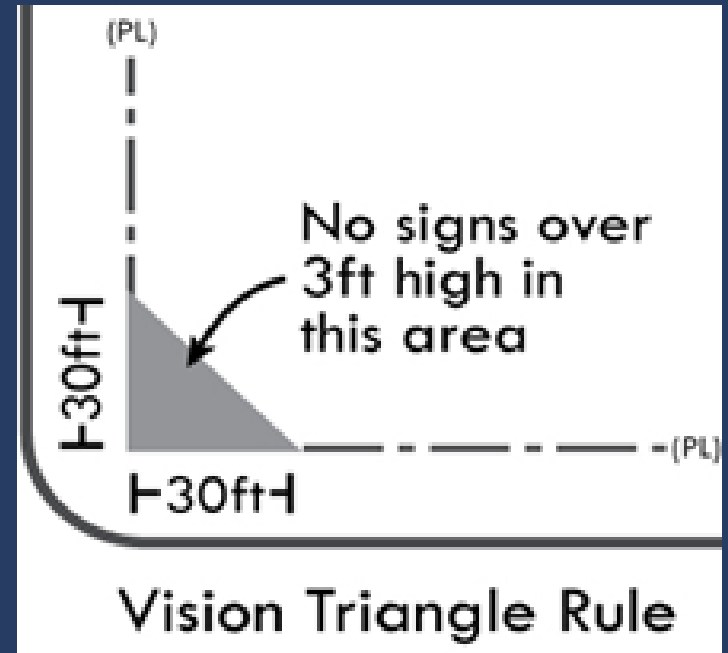
1. Easier-to-read format;
2. Sign corridor overlay district;
3. Increase time and types for Temporary signs;
4. Amortization section;
5. Incorporate Form-Based Code Districts Provisions;
6. Eliminate repetition/internal conflicts; and
7. Expanded area allowing A-Frame signs.



## “Blade Sign”

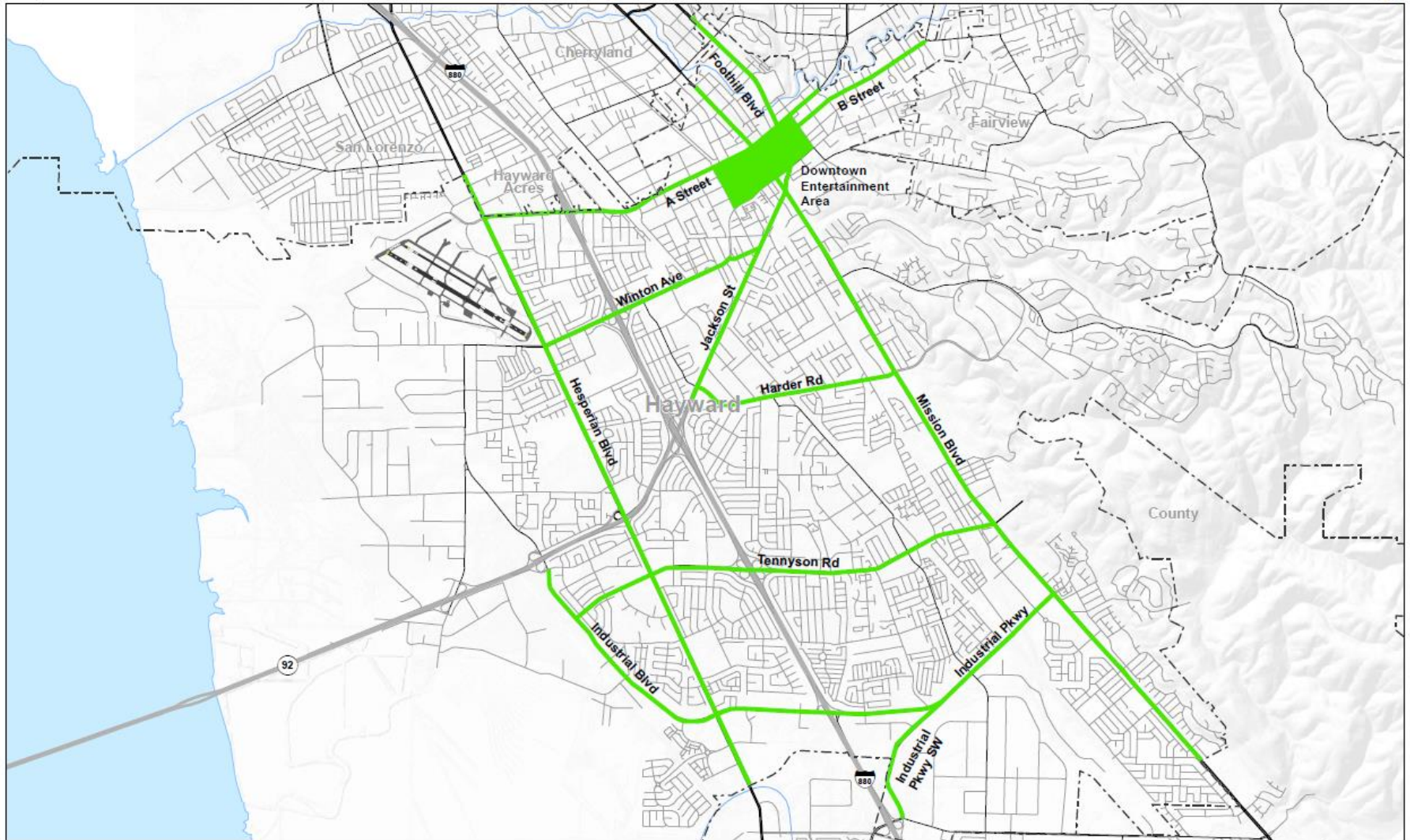


## “Vision Triangle”





### Hayward Sign Corridors



January, 2015





# City Council Meeting

*Sign Corridor Overlay District*

## Purpose:

- Reduce sign clutter and illegal signage along corridors
- Allow additional sign area to improve visibility



# City Council Meeting

*Expanded Area for A-Frame Sign*

## Existing:

Only permitted in the CC-P zone on B Street between Foothill Boulevard and Watkins Street and on Main Street between A and C Streets.

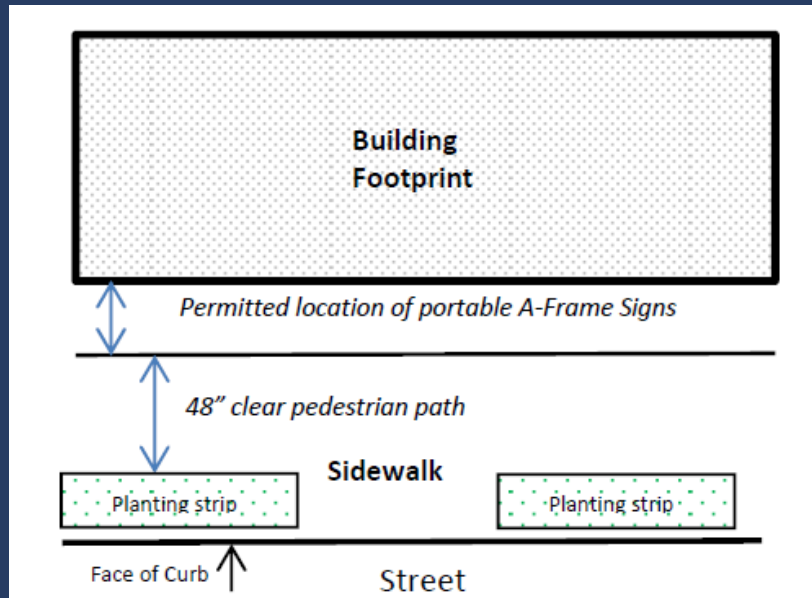
## Proposed:

Expansion into Downtown Entertainment Area (between A and D St. and between Second and Grand Streets).



# City Council Meeting

## A-Frame Signs



NO



YES



NO

HAYWARD





# City Council Meeting

## *Existing Temporary Signs*

- Two 14-day periods/calendar year.
- Weekends or 3-day weekends.
- Grand Opening signs.





# City Council Meeting

## *Proposed Temporary Signs*

### Proposed change:

- Extend days/year for Temporary Promotional Signs to 60 calendar days/year.
- Allow inflatables, wind feathers, human signs and air-dancers as Temporary Promotional Signs.
- Decrease Temporary Sign Permit Fee:
  - \$100 fee / \$200 refundable deposit.
  - Waive fee for Grand Opening Banner for new businesses.

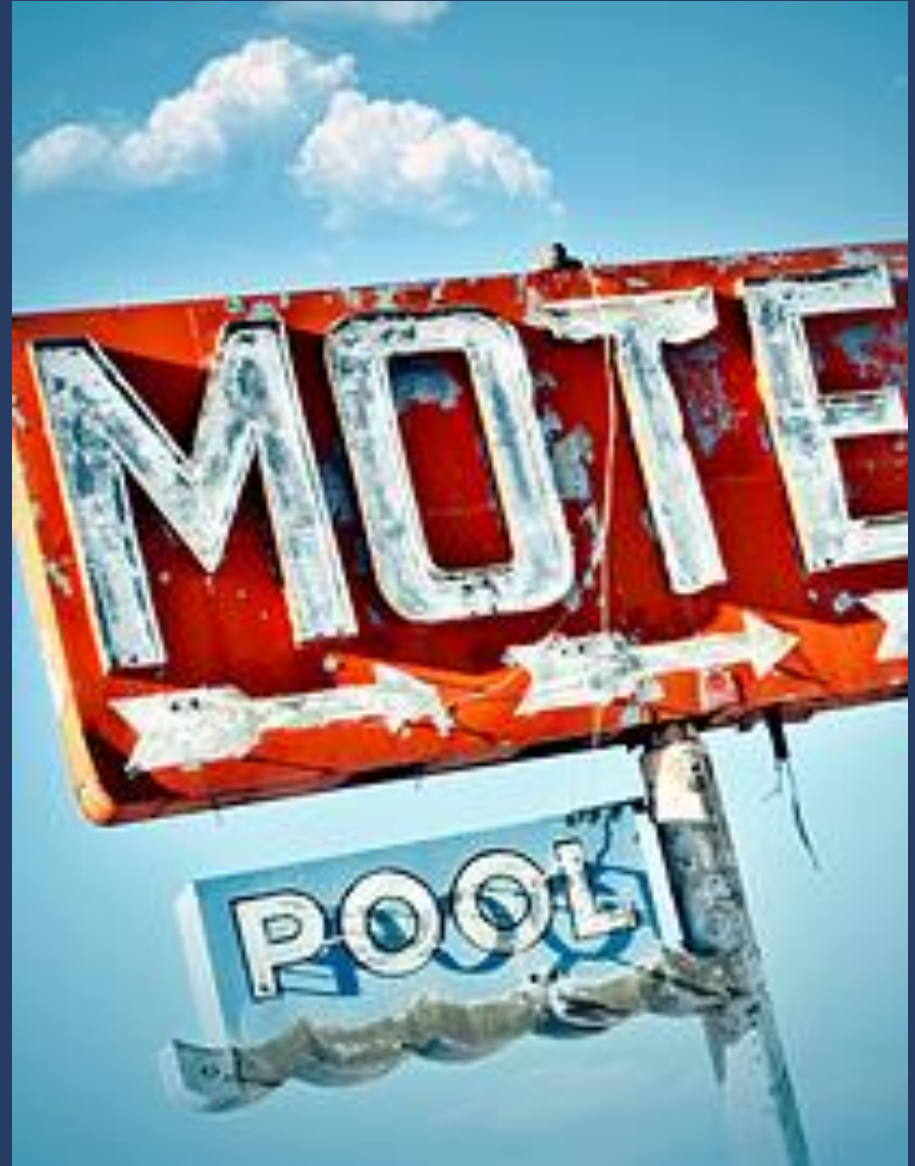


HAYWARD



## Amortization:

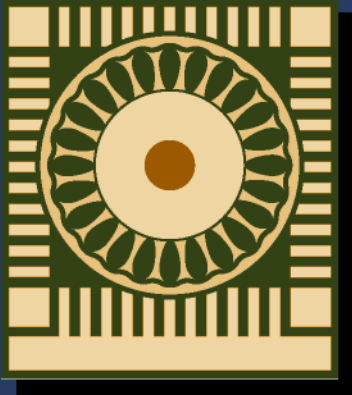
- Abandoned signs shall be removed within six (6) months and painted wall signs within one (1) month of business closure.
- Nonconforming signs shall be made to conform within three (3) years of adoption of this update.



## Questions?







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